

## ORDER



**Orders**  
**Order / Rev:** 186967  
**Alt Order #:**  
**Product Desc:** Obama for America  
**Estimate:** 1904 Sked C  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/12/12 / 10/12/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** GMMB Inc.  
**Buying Contact:** Kristen Keuleman  
**Billing Contact:**  
 1010 Wisconsin Ave, NW  
 Washington DC, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** President/Obama (D)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** P3  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** MAJ  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	74	\$56,465.00	\$47,995.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	74	\$56,465.00	\$47,995.25	0.00
<b>Totals</b>	<b>74</b>	<b>\$56,465.00</b>	<b>\$47,995.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/22/12	10/22/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M-----	:30	1	\$6,000.00	P3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	M-----		1				\$6,000.00		0.00			
N 2	KMGH	10/17/12	10/17/12	ABC Wed A The Middle	CA	7P-8P (7:00 PM-7:30 PM)	--W----	:30	1	\$3,450.00	P3	0.00	NM	1	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	--W----		1				\$3,450.00		0.00			
N 3	KMGH	10/17/12	10/17/12	Modern Family (only) MODERN FAMILY	CA	8P-830P	--W----	:30	1	\$3,925.00	P3	0.00	NM	1	\$3,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	--W----		1				\$3,925.00		0.00			
N 4	KMGH	10/16/12	10/22/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	MTWTF--	:30	5	\$1,575.00	P3	0.00	NM	5	\$7,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$1,575.00		0.00			
N 5	KMGH	10/16/12	10/22/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	MTWTF--	:30	5	\$1,375.00	P3	0.00	NM	5	\$6,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$1,375.00		0.00			
N 6	KMGH	10/21/12	10/21/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S		1				\$350.00		0.00			

Order / Rev: 186967  
 Alt Order #:  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: President/Obama (D)  
 Product Desc: Obama for America  
 Estimate: 1904 Sked C

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	10/20/12	10/20/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$375.00	P3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-		1			\$375.00			0.00			
N 8	KMGH	10/16/12	10/22/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	MTWTF--	:30	3	\$500.00	PREE	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$500.00			0.00			
N 9	KMGH	10/16/12	10/22/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	MTWTF--	:30	5	\$275.00	PREE	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$275.00			0.00			
N 10	KMGH	10/16/12	10/22/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	MTWTF--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		5			\$450.00			0.00			
N 11	KMGH	10/16/12	10/22/12	M-F 2-3PM Rotator M-F 2-3PM Rotator	CA	2-3pm	MTWTF--	:30	2	\$200.00	PREE	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$200.00			0.00			
N 12	KMGH	10/16/12	10/22/12	General Hospital General Hospital	CA	1P-2P	MTWTF--	:30	2	\$625.00	P1	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$625.00			0.00			
N 13	KMGH	10/16/12	10/22/12	The CHEW The CHEW	CA	1157A-1P	MTWTF--	:30	2	\$600.00	P1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$600.00			0.00			
N 14	KMGH	10/16/12	10/22/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	MTWTF--	:30	3	\$200.00	PREE	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$200.00			0.00			
N 15	KMGH	10/16/12	10/22/12	The View THE VIEW	CA	10A-11A	MTWTF--	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$600.00			0.00			
N 16	KMGH	10/16/12	10/22/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a	MTWTF--	:30	3	\$300.00	P3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		3			\$300.00			0.00			
N 17	KMGH	10/16/12	10/22/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	MTWTF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--		2			\$300.00			0.00			
N 18	KMGH	10/21/12	10/21/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$250.00	PREE	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1			\$250.00			0.00			
N 19	KMGH	10/21/12	10/21/12	THIS WEEK w/George This Week	CA	8A-9A	-----S	:30	1	\$900.00	P3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1			\$900.00			0.00			
N 20	KMGH	10/21/12	10/21/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$315.00	PREE	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S		1			\$315.00			0.00			
N 21	KMGH	10/21/12	10/21/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 186967  
 Alt Order #:  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: President/Obama (D)  
 Product Desc: Obama for America  
 Estimate: 1904 Sked C

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	KMGH	10/21/12	10/21/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A - - - - - S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- - - - - S		1		\$200.00		0.00				
N22	KMGH	10/20/12	10/20/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A - - - - - S-	:30	1	\$675.00	P1	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- - - - - S-		1		\$675.00		0.00				
N23	KMGH	10/20/12	10/20/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A - - - - - S-	:30	1	\$175.00	P3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- - - - - S-		1		\$175.00		0.00				
N24	KMGH	10/16/12	10/22/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A MTWTF - -	:30	5	\$400.00	PREE	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF - -		5		\$400.00		0.00				
N25	KMGH	10/16/12	10/22/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A MTWTF - -	:30	4	\$400.00	PREE	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF - -		4		\$400.00		0.00				
N26	KMGH	10/21/12	10/21/12	ABC Sun D ABC Sun D	CA	9P-10P - - - - - S	:30	1	\$2,375.00	PREE	0.00	NM	1	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- - - - - S		1		\$2,375.00		0.00				
N27	KMGH	10/16/12	10/22/12	Nightline Nightline	CA	1037P-1103P MTWTF - -	:30	2	\$1,475.00	P1	0.00	NM	2	\$2,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF - -		2		\$1,475.00		0.00				
N28	KMGH	10/16/12	10/22/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P MTWTF - S	:30	2	\$1,000.00	PREE	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF - S		2		\$1,000.00		0.00				
N29	KMGH	10/16/12	10/22/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A MTWTF - -	:30	2	\$150.00	PREE	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF - -		2		\$150.00		0.00				
N30	KMGH	10/16/12	10/22/12	7News at 530AM 7News at 530AM	CA	530AM-6AM MTWTF - -	:30	4	\$300.00	P3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF - -		4		\$300.00		0.00				
N31	KMGH	10/16/12	10/22/12	7News at 5AM 7News at 5AM	CA	5AM-530AM MTWTF - -	:30	4	\$350.00	P3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF - -		4		\$350.00		0.00				
												Totals	74	\$56,465.00